



**NORTH DAKOTA**  
DEPARTMENT *of* HEALTH

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## NEWS RELEASE

For Immediate Release:  
Oct. 28, 2013

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### **NDQuits Still Successful After Nine Years**

BISMARCK, N.D. – North Dakota’s NDQuits tobacco cessation program recently celebrated its ninth anniversary and continues to be a successful service – helping the state’s tobacco users quit smoking and using smokeless tobacco, according to Krista Fremming, director of the North Dakota Department of Health’s Tobacco Prevention and Control Program. NDQuits, which is funded through the North Dakota Department of Health, offers free, individualized coaching to smokers or smokeless tobacco users who contact the service. The service can be accessed by calling 1.800.QUIT.NOW (1.800.784.8669), logging on to [www.ndhealth.gov/ndquits](http://www.ndhealth.gov/ndquits) online, or logging on via mobile device.

“During the biennium of 2011 to 2013, NDQuits enrolled 7,742 people,” said Fremming. “Many other people contacted NDQuits through phone, online or mobile access to find out more about the service.”

According to Fremming, there are several reasons for the success of NDQuits. The variety of program options available to users (phone, online, mobile), continued educational and marketing campaigns about quitting and the services of NDQuits, and more health-care providers referring their patients all contributed to the steady rate of NDQuits users.

NDQuits boasts a seven-month quit rate of more than 31 percent, meaning that after seven months, 31 percent of the people who received coaching and support are still not using tobacco. This quit rate ranks very high when compared to quit rates from other tobacco quit line services.

“Quitting tobacco is a difficult process,” said Fremming. “Most people try multiple times, and that’s okay. Your chances of success are greatest when you use a combination of coaching and medication, which are both provided by NDQuits. If you relapse after using NDQuits, you can re-enroll and try again.”

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NDQuits users can use one of the available services (phone, online or mobile), or all three of them in combination. Those who prefer to talk to someone can visit with quit coaches through the phone service. Those who are comfortable logging in can chat with coaches online and also chat with other quitters and find out what works for them. Qualified NDQuits enrollees also are able to receive free nicotine patches, gum or lozenges to help them quit.

“Tobacco use is the leading preventable cause of death and disability in North Dakota. Nearly 900 people in the state die each year and many more suffer illnesses like heart attacks, strokes and lung diseases because of tobacco use and secondhand smoke,” said Fremming. “NDQuits is here to help people beat tobacco – to help them live healthier and live longer.”

For more information about NDQuits, call Krista Fremming at 701.328.2315. For more information about quitting tobacco, contact NDQuits toll-free at 1.800.QUIT.NOW (1.800.784.8669) or log on to [www.ndhealth.gov/ndquits](http://www.ndhealth.gov/ndquits).

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